

How mfine Built Trust with Families Through Real Stories

A case study on connecting healthcare with hearts—using authentic creator content to reach families in tier-2 and tier-3 towns across India.



The Challenge: Making Healthcare Feel Personal



What mfine Needed

mfine, a leading online healthcare platform, wanted to build genuine trust with families who were hesitant about online doctor consultations.

The goal wasn't just downloads—it was about making healthcare accessible, relatable, and reassuring for everyday families.

Who We Wanted to Reach

- Parents and homemakers managing family health
- Working moms balancing careers and caregiving
- Senior citizens needing convenient care
- Decision-makers aged 25-45 in smaller towns

Our Approach: Real Families, Real Solutions

Onbeat Entertainment Agency created the "Family Health Stories" campaign—authentic content showing how mfine fits naturally into everyday life, saving time, money, and worry.

Elderly Care Stories

Daughters helping aging parents get doctor care in minutes—no stressful hospital visits required.

Working Mom Moments

Busy lifestyles made easier with quick pediatric consultations when kids need care.

Home Delivery Comfort

Medicine arriving safely at your doorstep—no need to step outside or wait in lines.

What Made It Work: Authenticity Over Advertising



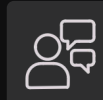
Real Home Setups

Filmed in actual homes, not studios—creating genuine connection with viewers who saw their own lives reflected.



Honest App Usage

Showed the actual mfine app experience—from booking to consultation—building confidence through transparency.



Natural Dialogues

Simple, everyday language and emotions that felt like conversations with neighbors, not sales pitches.

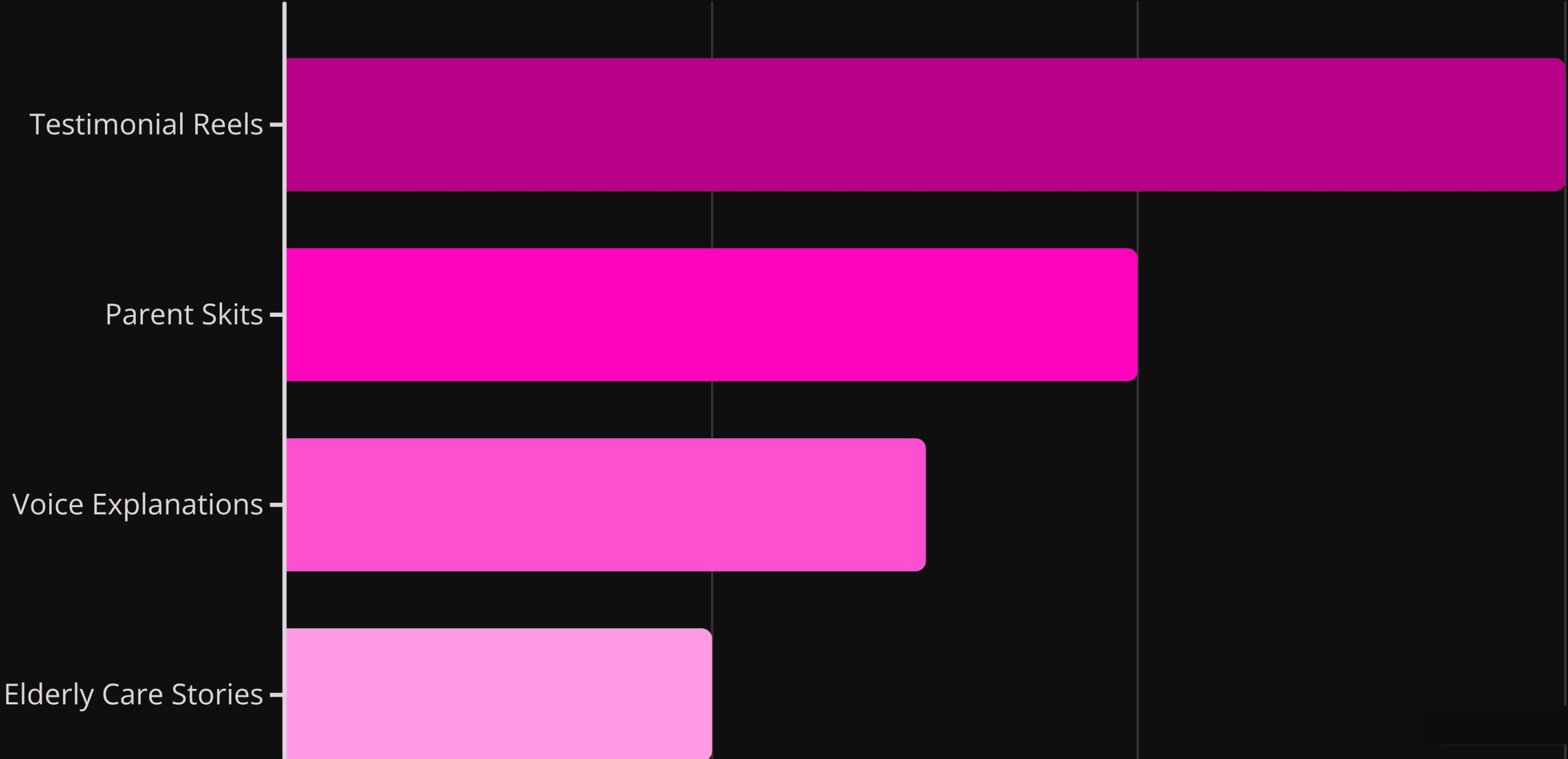


Storytelling First

Focused on solving real family health challenges, avoiding hard advertising that feels pushy or impersonal.

Content That Connected

We partnered with 10 micro-influencers to create diverse, relatable content across multiple formats.



The Results: Trust That Translates

In just 15 days, the campaign reached millions and changed how families thought about online healthcare.

2.3M

Total Reach

Families across tier-2 and tier-3 towns discovered mfinet through relatable stories

8.7%

Engagement Rate

Well above category average, showing genuine interest and connection

34K

Saves & Shares

High intent to remember and recommend—trust in action

12%

App Install Spike

More families taking that first step toward convenient healthcare

Before & After: The Trust Transformation

1

Before Campaign

- Low awareness among families
- Perceived as complex or unreliable
- Weak brand recall
- Hesitation to download and try

2

After Campaign

- Real testimonials built genuine trust
- Easy-to-use shown through video demos
- Strong name and logo recognition
- High share rate = install intent

The shift wasn't just in numbers—it was in how families felt about choosing mfine for their health needs.



Why Onbeat? We Turn Stories Into Success

1 Deep Creator Network

Strong relationships with family and mom niche influencers who audiences genuinely trust

2 Story-First Approach

We convert emotions into action through authentic storytelling, not hard selling

3 Measurable Impact

Real-audience marketing that delivers trust, conversions, and lasting brand relationships

Ready to Build Trust with Your Audience?

Let's create authentic campaigns that connect with hearts and drive real results. Reply "YES" to receive a customized strategy and quote tailored to your brand.